

# How to Apply for the Games Lift Incubator Program

(2021/06/15)

We're looking forward to your application for the Games Lift Incubator. Applications are submitted via this [Online Form](#). Please make sure to carefully read this document in advance.

## General

- Feel free to use either English or German language on your application.
- We strongly recommend a consultation appointment with Gamecity Hamburg before submitting your application. Please contact us at [funding@gamecity-hamburg.de](mailto:funding@gamecity-hamburg.de) to set up an appointment and include the name of your project as well as a very short description, information on your team and any questions you might have in advance.
- Check if you are eligible to apply.  
Eligible applicants are:
  - Natural persons
  - small and medium-sized enterprises (SMEs)  
An SME is defined as an enterprise which, at the time of application, has fewer than 250 employees and whose prior-year revenue did not exceed 50 million euros.
  - Team size may not exceed 5 members
  - The precondition is always that the applicant is already based in Hamburg or can prove that they will relocate their residence to Hamburg or open a subsidiary or branch establishment in Hamburg upon entering the Incubator.
- Check if your project matches:  
Please make yourself familiar with the concept of the Games Lift Incubator. The program involves weekly events and workshops between early September and early December 2021 where all team members should be available to take part.



## Application Form

### Question 1: Project Name

Naming a project title is mandatory. Working and temporary titles are fine. We use this title to identify your project during the application phase.

### Question 2: Pitch Deck

The Pitch Deck is the core of your application. In this document, we ask you to briefly present several aspects about your team, your project and your plans.

The Pitch Deck should include the following information:

- brief description of your idea/project
- your project's USPs (Unique Selling Propositions)
- your team and your skills
- what stage the project is in now (e.g. ideation, rough concept, MVP, demo)
- ...and what progress you want to achieve during your time in the Games Lift Incubator, especially during the 3 months intensive phase
- your project's target audience & your idea for an exploitation strategy for the finished product
- what challenges your project faces now or in a future stage
- why you want to join the Games Lift Incubator and what you are looking for in the program
- what your plans for the project after completing the Games Lift Incubator program are
- anything else you think we should know about you and your project

Feel free to include graphical assets of your project if available.

Please submit a PDF file with 10MB max. and make sure not to exceed the limit of 12 pages/slides.

### Question 3: Your project in a single sentence

Please give a very short description of your project.

### Question 4: Platforms

Which platforms are you developing your game for? If your project is not a game but a games related service, please choose "other".

### Question 5: Company or natural persons



Please state whether you are applying as a company or a group of natural persons.

#### **Question 5a: Company Information**

Please fill out if you are applying as a company. Company name, legal form, founding date and address are mandatory. (If you are applying as a group of natural persons, this question will not be visible for you).

#### **Questions 6: Number of Team Members**

Please state how many members your team will have.

#### **Question 7: Team Member 1 / Main contact**

Please name one team member as the main contact for Gamecity Hamburg. Postal address of your team's main contact person will be needed to send out the contract if you are accepted into the Games Lift Incubator.

#### **Question 7a-d : All other team members**

Please give personal data for all team members:

- Current Occupation: e.g. „Student“, „self-employed“, „building up own start-up“, „employed“, „looking for employment“,...
- Social media and website information is completely optional. If you are actively sharing information/news concerning games, the games industry, game development, or your work on social media/your website, please feel free to share your information.

In any case, please pay special attention to Question 10 (Availability)

Please note that the questions for team members 2-5 are only shown if you checked the corresponding number in question 6.

#### **Question 8: Fields of interest for the Incubator program**

Please choose one or more general fields you're especially interested in learning more about:

- Aspects of Game Development
- Company Setup: e.g. legal aspects, financing, accounting
- Marketing
- Project Management
- The application form also allows naming another field of expertise if the above doesn't fit your needs. Please don't go too much into detail, this is what the next question on the application is for 😊

#### **Question 9: Topics of interest for the Incubator program**

Please give some keywords or descriptions of particular topics you'd like to learn more about through the Games Lift Incubator (e.g. „What legal form should we choose when founding a company“, „How to find a publisher for our game“, „Defining target groups“)



**Question 10: Availability for the program**

The Incubator's program schedule will require you to take part in workshops and information events on approx. 2 days per week throughout the entire duration from early September to early December. If you cannot attend on individual occasions, a short-time notice to Gamecity Hamburg is sufficient. If you are regularly indisposed due to employment, study, or family obligations, please let us know here in advance.

**Question 11: How did you learn about the Games Lift Incubator?**

Please let us know where you heard of the Games Lift Incubator. Checking the box „Other“ will open a free text field for you to enter any other than the given answers.

**Question 12: Attachment: Data protection declaration**

Please fill out and sign the form for the data protection declaration, scan, and upload it here. The form can be found at [https://www.gamecity-hamburg.de/site/assets/files/1823/2021\\_data\\_protection\\_agreement\\_gameslift.pdf](https://www.gamecity-hamburg.de/site/assets/files/1823/2021_data_protection_agreement_gameslift.pdf)

**Question 13: Attachment: Declaration funding application**

Please fill out and sign the form for the declarations funding application, scan and upload it here. The form can be found at [https://www.gamecity-hamburg.de/site/assets/files/1823/2021\\_declarations\\_funding\\_application\\_gameslift.pdf](https://www.gamecity-hamburg.de/site/assets/files/1823/2021_declarations_funding_application_gameslift.pdf)